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# Buy It - Rent It - Sell It

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## SPECIAL POINTS OF INTEREST:

- Interest rates remain under 5%
- Minimum credit scores are on the rise
- USDA's Rural Financing will be making some changes October 2011

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## Is it a Good Investment?

Buying a home is not what it used to be. If you're looking to buy right now, you can rule out certain red flags to ensure that your potential investment will be a good one. Here are some factors to consider when you decide to purchase a home.

### Location

Make sure the location is good because you can't change it. If the home is next to a busy road, train tracks, or a commercial development, it could reduce its value.

### Property Condition

Is the property structurally



*Train whistles in the night could reduce the value of a home!*

sound? Structural imperfections could cost a lot of money. Is the layout functional? Are the rooms cramped? Is there something you would have to fix in order to resell it?

### Lot Size/Lay of the Land

Is the lot small or hilly? Are there drainage problems? Can

you actually use the backyard? If there's a steep incline, a lot of square footage may be wasted plus it could be very hard to landscape.

### Boundaries and Easements

A survey will assure there are not any encroachments on or from adjoining properties and it ensures where the property's boundaries are. Are there any utility easements?

### Additional Costs

How much are the property taxes? Will there be any homeowner association dues? What about the hazard insurance cost?

## FHA MIP Is Going Up!

As part of the effort to strengthen FHA's capital reserves, mortgage insurance premiums will increase one-quarter of a percent (.25%) on all 15 or 30 year loans. The increase becomes effective on or after April 18, 2011 for all new FHA insured loans. The upfront insur-

ance premium will remain at 1%. On average, new borrowers can expect to pay \$30 more per month.

The change is estimated to contribute \$3 billion annually to the Mutual Mortgage Insurance (MMI) fund.

This action will help HUD assure that FHA maintains its dual mission of providing affordable homeownership options to underserved American families and first-time buyers while helping to stabilize the housing market during these tough times.

## Are You a Serious Buyer?



Are you ready,  
willing and ABLE?

If you are a first time buyer, it is essential that you are totally prepared when you find your dream home.

Sure, one might argue that finding your dream home first makes more sense. But, many first time buyers have let their dream home slip right through their fingers because they didn't do their pre-work.

Ask any real estate professional and you'll hear the same thing—get pre-approved! You might think your credit is in

order, but why would you take a chance on losing out on your dream home?

Getting pre-approved will show any seller that you are serious about purchasing a home. The seller will be more apt to negotiating with a serious buyer.

In addition to making you a stronger buyer in the seller's eyes, getting pre-approved also gives you a heads up to what other factors can effect your buying power.

Your credit report is a report card. Your report card determines your credit score. Your credit score dictates how much you can buy, at what interest rate and how much down payment, if any, will be required. And, if you are one of the thousands of unlucky individuals that have incorrect items on your report card, it could take up to 60 days to clear them up. And, in the meantime, a buyer who did their pre-work just made an offer on your dream home!

## Renters Beware!

It's a true shame that there are so many scam artists in our country today. Individuals with no moral values or consideration of any type for other people. As a renter, be very careful about renting from individuals.

Just last night on the news, a renter was scammed out of \$600 for a property that was actually a foreclosure.

The scammer pretended to be the owner of the home, took their money and allowed them to move in. Then the real estate agent showed up—"the rest of the story", as the late Paul Harvey always said—the new tenants not only lost the first month's rent, they had to find another place to live.

You can help reduce your risk of being taken advantage of by

renting a property that is managed by a real estate firm. That firm and it's Realtors® are licensed and governed by the state in which the property is located.

Although renting through a real estate firm is not always foolproof. The property owner could still pocket the money and let the property go into foreclosure.

Renter  
scammed with  
a foreclosed  
property!



What does your  
future hold?

## Lifestyles - Now and Later

When it comes to making a decision about where your home will be located, your personal lifestyle will usually dictate your choice.

Depending on your age, marital status, job, children, parents or even healthcare, be sure to consider what you envision your lifestyle to be in the near

and not so near future. While there is no crystal ball that tells you what the future will bring, your dreams alone can help guide you toward making a few assumptions.

Purchasing a home is a major investment, one that will last for many years. Unless you are financially set for life or

have one of those fabulous jobs that takes care of everything for you, changing your homestead frequently just doesn't normally happen.

Making a decision that includes a few years down the road will make you a happier homeowner—now and later.

# Should I Rent My Home Out?



*There's much to consider before you decide to be a landlord.*

### Can you, should you do it?

The biggest criterion for whether you should even attempt this may be whether your temperament is suited to being a landlord. Do you have the skill and time to do it properly?

In addition to your obligation to yourself to keep the business afloat, your landlord responsibilities include:

- Providing a safe, smoothly functioning home for your tenants. That means, for example, making sure plumbing, wiring and appliances function, outdoor areas and stairways are safe. It means quickly responding to a tenant's report of the inevitable malfunction or problem.

- Advertising the rental, selecting tenants and evicting them if you must -- all of which are governed by law.

If you can't see yourself performing these roles, it doesn't mean you can't pursue your rental plans. You just might be one of the people for whom it's worth paying a Realtor who is a professional property manager. In fact, if you are out of town, consider the decision made, you simply must be on site to manage a rental.

*More for your money, lower monthly payments and minimal out of pocket expenses are available in Ranch Meadows!*



## Some Rural Areas do have Advantages

Do you dream about "going rural" but don't want to deal with water wells, propane tanks, and treatment plants? Contrary to most people's beliefs, there are Planned Unit Developments (known as PUDs) that are in rural areas of beautiful Desoto County.

Living the quiet, country lifestyle is only 15 to 20 minutes from the Southaven, the hub of Desoto

County and is available at Ranch Meadows. Conveniently located between the city of Horn Lake and the town of Walls just off of Goodman Road, this community has plenty to offer it's homeowners.

In addition to the availability of all city utilities and services, residents save money by paying county taxes only. The neighborhood offers a private lake and pond for fishing,

walking trails, beautiful mature trees and various natural wildlife.

Another advantage with the rural location of Ranch Meadows, is the availability for USDA's Rural Development Financing. This loan program offers qualified buyers 100% financing with no mortgage insurance allowing more home for the price and lower monthly payments.

## My Listings

Visit my Website

[www.sherrymaggio.com](http://www.sherrymaggio.com)

for more details, pictures and videos!



7771 Bailee Lane  
\$164,900  
1900sf / 3BR / 2BA  
Formal Dining  
Finished Bonus



6828 Colin Drive  
\$177,900  
1900sf / 3BR / 2BA  
Formal Dining  
Finished Bonus



6711 Anna May Dr.  
\$179,900  
1943sf / 4BR / 2.5BA  
Formal Dining  
3/4 Acre Lot



6555 Anna May Dr.  
\$189,900  
2256sf / 3BR / 3BA  
Formal DR / Study  
Finished Bonus



8940 Sweet Flag Loop / \$199,900  
2151sf / 4BR / 2.5BA  
Formal Dining—Hardwood  
Stainless Steel Appliances



8956 Sweet Flag Loop / \$205,900  
2256sf / 3BR / 3BA  
Formal Dining—Study—Game Room  
Stainless Steel Appliances



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I am committed to assisting you with the highest quality of residential real estate services.

- Exclusive Buyer Representation
- Exclusive Seller Representation
- Residential Property Management



*When life needs a new home, call on Sherry!*



# Why Isn't My Home Selling?

The first thing many sellers think their home isn't selling is because of price. While pricing plays a strong role and can impact your results, there are many other factors that can cause a home not to sell.

Pricing can indeed make or break a sale, overpricing is the worst mistake made. Pricing your home 1-2% less than the most recent comparable is a good start. If you can't live with that, don't set yourself up for disappointment by putting your home on the market.

Some homes have been on the market and never shown while others have shown several times but have never received an offer.

It's a buyer's market, you must make your home stand out in the vast inventory of available homes. Ask yourself "why would a buyer want my home over

the rest?"

Check out the homes in your area that are pending or have sold in the last 2 or 3 months. How do they compare to your home? Did they replace the worn carpet, update the light fixtures, paint the interior walls in a neutral color or just create a gorgeous curb appeal that would get the buyers to make an appointment to see what the inside looks like?



**Creating curb appeal does not need to be expensive. Putting flowers on the doorstep is very inviting!**

Marketing plays another vital role in selling your home. There are many ways to market your home and in today's real estate market, at least 85% of home buyers start their home search on the internet.

There are a huge selection of real estate search engines your Realtor® can participate in. Experian Hitwise tracks the number of visits on a weekly basis. For the week ending March 19th, Realtor.com was the #1 search engine with 6.6% of the visits, Zillow.com was #2 with 5.52% and Trulia.com was #3 with 4.78%.

All of these websites allow 25 or more pictures and support videos of your home. Both pictures and videos are very important in marketing to the on-line buyers.